

# Practice Management Essentials: Growth & Scalability with Interactive Metronome



Contact hours/CEUs are offered pending successful completion of Parts 1-3 of this course, including the written exam for each part. Partial credit will not be awarded.

## Course Description:

### *PART 1: Developing a Strategy and Incorporating IM into Practice*

Developing a clear vision and understanding of the dynamics of your business can affect your profitability, stress level and effectiveness with clients. Integrating evidence-based interventions like Interactive Metronome (IM) can enhance your outcomes, increase customer satisfaction & and support your therapy practice. This course, the first of 3 presentations focusing on practice management with IM, will help you identify or fine-tune your vision, develop objectives and implement a strategy to create a culture that drives excellence & business success.

### *PART 2: Building a Successful Practice With IM*

This course will build upon the information and concepts covered in part 1, providing practical ideas and strategies to build a successful practice with Interactive Metronome. Dillen, a successful private practitioner with several years of experience, will share ideas for creating a business strategy that will positively impact the effectiveness, outcomes, productivity, culture & profitability of your therapy practice.

### *PART 3: Practice Management From Good to GREAT*

This course will focus on administrative systems and clinical techniques designed to enhance your practice, market share and profitability. Participants will learn how to incorporate IM Home into their practice, including how to bill for IM Home services. Participants will be empowered to think outside of the box in order to establish a highly effective, robust & profitable therapy practice.

## Target Audience:

This course welcomes the following professionals:

- Speech and Language Pathologist
- Speech and Language Pathology Assistant
- Audiologist
- Occupational Therapist
- Occupational Therapy Assistant
- Physical Therapist
- Physical Therapy Assistant
- Athletic Trainer
- Licensed Medical, Rehabilitation or Mental Health Professional
- Music Therapist
- Educator

## Instructional Level:

Introductory

## Learning Outcomes:

### *PART 1: Developing a Strategy and Incorporating IM into Practice*

Upon completion of this course, participants will be able to:

1. Describe the process of creating or reviewing a therapy business vision, mission and objectives;
2. Explain how to create a culture to support your therapy business vision;
3. List characteristics of your therapy business target audience and explain how effective therapy tools can support your business vision and success;
4. Explain the impact of timing & rhythm intervention on therapy outcomes to educate and make informed decisions;

5. Select appropriate codes for billing when Interactive Metronome is incorporated into a comprehensive treatment plan.

**\*Note:** This course covers information that pertains to licensed therapists and therapy assistants. OTA and PTA professionals must practice IM under the supervision of a licensed OT or PT.

### **Specific Learning Outcomes for Speech-Language Pathologists & Audiologists:**

1. Describe the process of creating or reviewing a therapy business vision, mission and objectives in order to serve individuals with communication disorders;
2. Explain how to create a culture to support your therapy business vision;
3. List characteristics of your therapy business target audience and explain how effective therapy tools can support your business vision and success;
4. Explain the impact of timing & rhythm intervention on therapy outcomes for patients with speech, language, and cognitive-communicative disorders in order to educate and make informed decisions;
5. Select appropriate codes for billing when Interactive Metronome is incorporated into a comprehensive treatment plan for the treatment of communication and cognitive-communicative disorders.

**\*Note:** This course covers information that pertains to licensed therapists and therapy assistants. SLPA professionals must practice IM under the supervision of a licensed SLP.

### ***PART 2: Building a Successful Practice With IM***

Upon completion of this course, participants will be able to:

1. Articulate and define how to measure the success of the business;
2. Identify the factors influencing the success or failure of the business;
3. List strategies to retain staff and develop a culture that fosters employee retention;
4. Explain how to build a fee schedule and bill insurance for services that include Interactive Metronome;
5. Describe the process of creating a working budget and interpreting financial reporting;
6. List ways to market and brand your therapy practice;
7. Explain how evidence-based interventions like Interactive Metronome can improve & accelerate outcomes, increase customer satisfaction and contribute to a successful therapy practice.

**\*Note:** This course covers information that pertains to licensed therapists and therapy assistants. OTA and PTA professionals must practice IM under the supervision of a licensed OT or PT.

### **Specific Learning Outcomes for Speech-Language Pathologists & Audiologists:**

Upon completion of this course, participants will be able to:

1. Articulate and define how to measure the success of the business;
2. Identify the factors influencing the success or failure of the business;
3. List strategies to retain staff and develop a culture that fosters employee retention;
4. Explain how to build a fee schedule and bill insurance for speech-language pathology & audiology services that include Interactive Metronome;
5. Describe the process of creating a working budget and interpreting financial reporting;
6. List ways to market and brand your speech & language therapy/audiology practice;
7. Explain how evidence-based interventions like Interactive Metronome can improve & accelerate outcomes, increase customer satisfaction and contribute to a successful speech & language therapy/audiology practice.

**\*Note:** This course covers information that pertains to licensed therapists and therapy assistants. SLPA professionals must practice IM under the supervision of a licensed SLP.

### ***PART 3: Practice Management From Good to GREAT***

Upon completion of this course, participants will be able to:

1. List key opportunities and partnerships that contribute to building your therapy practice;

2. Explain the complexity and importance of program and staff development & list at least 3 strategies for managing this aspect of your practice;
3. Discuss the relevance of incorporating advanced best practices in timing & rhythm training to engage the client & target specific areas of function;
4. List at least 2 ways to better serve your clients that also diversifying your therapy practice revenue stream.

**\*Note: This course covers information that pertains to licensed therapists and therapy assistants. OTA and PTA professionals must practice IM under the supervision of a licensed OT or PT.**

### **Specific Learning Outcomes for Speech-Language Pathologists & Audiologists:**

Upon completion of this course, participants will be able to:

1. List key opportunities and partnerships that contribute to building your speech & language therapy/audiology practice;
2. Explain the complexity and importance of program and staff development & list at least 3 strategies for managing this aspect of your speech & language/audiology practice;
3. Discuss the relevance of incorporating advanced best practices in timing & rhythm training to engage the client & target specific areas of speech, language, and/or cognitive-communicative functioning;
4. List at least 2 ways to better serve your clients that also diversifying your therapy practice revenue stream.

**\*Note: This course covers information that pertains to licensed therapists and therapy assistants. SLPA professionals must practice IM under the supervision of a licensed SLP.**

### **Instructor:**

**Andrew Dillen Hartley, OTR/L** graduated from the University of Pretoria, South Africa, school of Occupational Therapy in 1995 and moved to the USA in 1996. He is co-owner of Advanced Therapy Solutions, Inc, an outpatient Physical and Occupational Therapy practice serving clients of all ages in five locations. Mr. Hartley has 14 years of clinical experience and is trained in multiple treatment approaches with both adults and pediatrics. His interests include the treatment of deficits related to stroke, traumatic brain injury, Autism, development disorders, sensory processing disorders, ADHD, ADD and learning disabilities in infants, children and adults. His experience with sensory integration, neuromuscular re-education, brain gym, vision therapy, environmental adaptation, Tai-Chi, yoga and technology based treatment approaches for all ages has served him well as a presenter of certification courses, webinars and professional seminars. Mr. Hartley serves as a clinical advisor for Interactive Metronome and other "Therapy based" companies in research, protocol and practice development areas.

*Instructor Financial Disclosure(s): Dillen is an active member of Interactive Metronome's Clinical Advisory Board, for which he receives an annual honorarium from Interactive Metronome, Inc. He is the author/co-author of numerous courses that focus on the clinical application of Interactive Metronome technology, for which he has received honoraria from Interactive Metronome, Inc. Dillen does not receive royalties or any other form of compensation for the continued publication and use of educational materials he has authored/coauthored. Dillen is also an instructor for Interactive Metronome, for which he receives a fee for teaching each course and reimbursement of travel expenses from Interactive Metronome, Inc. Dillen does not sell or receive compensation for the sale of Interactive Metronome products.*

*Instructor Nonfinancial Disclosure(s): Dillen is co-owner of Advanced Therapy Solutions where he and his staff incorporate the Interactive Metronome into therapy interventions.*

### **Course Content Disclosure:**

The Interactive Metronome, Inc. has developed and patented a licensed technology trademarked as the Interactive Metronome®. (U.S. Patents #4,919,030; #5,529,498; #5,743,744; #6,719,690; other U.S. and foreign patents pending). Interactive Metronome, Inc. is the sole source of the following products: Interactive Metronome®, Gait Mate® and IM Home®. Because there are no other like-kind products available, course offerings will only cover information that pertains to the effective and safe use of the above-named products.

### **Course Origination Date\*: 9/27/18**

\*Course content is reviewed annually to make sure it remains current and relevant to the practice of Interactive Metronome.

### **Agenda:**

Education Department Contact Info:[imcourses@interactivemetronome.com](mailto:imcourses@interactivemetronome.com), 877-994-6776 opt 3 (US Only), 954-385-4660 opt 3, Fax: 954-385-4674

### *PART 1: Developing a Strategy and Incorporating IM into Practice*

5 MINUTES	Introduction and Overview
15 MINUTES	Development of a Vision, Mission and Objectives
15 MINUTES	The Science Behind Interactive Metronome & How This Evidence-Based Intervention Can Facilitate Outcomes & the Success of Your Practice
15 MINUTES	Factors Influencing the Success of Your Therapy Practice and Ability to Achieve your Vision, Mission and Objectives
5 MINUTES	Questions and answers
5 MINUTES	Part 1: Post-Test

### *PART 2: Building a Successful Practice With IM*

5 MINUTES	Introduction and Review
15 MINUTES	Success, Planning, and Measurement (How do you know that you have developed a successful practice?)
20 MINUTES	Success Logistics: Monitoring and Measuring Key Metrics
10 MINUTES	Success Logistics: Developing Staff and Branding
5 MINUTES	Questions and answers
5 MINUTES	Part 2: Post-Test

### *PART 3: Practice Management From Good to GREAT*

10 MINUTES	Introduction and Review
10 MINUTES	How to Build a GREAT Practice
10 MINUTES	Developing Products and Services
10 MINUTES	Incorporating Interactive Metronome to Accelerate & Improve Outcomes: Best Practices
10 MINUTES	IM Home
5 MINUTES	Questions and Answers
5 MINUTES	Part 3: Post-Test & Course Evaluation

### **Contact Hours/CEUs:**

0.3 ASHA (SLP)

0.3 AOTA/ 3.75 NBCOT PDU's (OT/OTA)

PT/PTA & Other Disciplines Not Listed Above: If your discipline or state is not listed above, you may submit paperwork to your state board or association for CEUs if they allow you to do so. Please check with your state board/association prior to registering for this course.

This is not a co-sponsored or cooperative course offering. Interactive Metronome, Inc. is the organization responsible for creating the content & awarding AOTA CEUs.



**Interactive Metronome** is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. **See course information for number of ASHA CEUs, instructional level and content area.** ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 0.3 ASHA CEUs (Introductory level, Related area).

Effective July 1, 2011, individuals must meet at least one of the following conditions in order to be eligible to earn ASHA CEUs.

- ASHA Member (includes Life member and International affiliates)
- ASHA Certificate of Clinical Competence (CCC) Holder
- Licensed by a state or provincial regulatory agency to practice speech-language pathology (SLP) or audiology
- Credentialed by a state regulatory agency to practice SLP or audiology
- Credentialed by a national regulatory agency to practice SLP or audiology
- Currently enrolled in a masters or doctoral program in SLP or audiology



Interactive Metronome, Inc is an AOTA Approved Provider (#4683). This introductory course is offered for 3 contact hours/ 0.3 AOTA CEUs (Classification Codes – Professional Issues-ADMINISTRATION & MANAGEMENT). The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA.